

**Marketing:** School Year \_\_\_\_\_  
**Entrepreneurship**  
**Course Code # 5005** Term: \_\_\_\_ Fall \_\_\_\_ Spring  
**½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_ 2-3 Credits \_\_\_\_\_**

Standards to be completed for ½ credit are identified with one asterisk(\*).  
 Additional standards to be completed for 1 credit are identified with two asterisks(\*\*). A work-based component for 2-3 credits is identified by three asterisks(\*\*\*)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 39, with Work-Based Learning = 43, 1 credit = 53, WWBL = 57	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will assess the essential role of entrepreneurs within a free enterprise system.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Evaluate the role of entrepreneurship in the U.S. economy			
1.2	Distinguish the types of entrepreneurial ventures			
1.3	Examine the entrepreneurial start-up process			

**\*Standard 2.0 The student will gain an understanding of economic concepts and principles in a global economy.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Differentiate between the types of economic systems including the interrelationship of business, government and individuals			
2.2	Assess economic concepts globally			
2.3	Analyze the free enterprise system			
2.4	Examine economic indicators and business cycles			
2.5	Demonstrate a knowledge of international trade			
2.6	Evaluate the relationship of cost/profit to supply and demand			
2.7	Evaluate the effects of monetary and fiscal policies on economic decisions			
2.8	Examine the relationship of values/beliefs to economic goals			

**\*Standard 3.0 The student will appraise the rewards and risks of entrepreneurship and analyze the characteristics of successful entrepreneurs.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Assess the characteristics of successful entrepreneurs			
3.2	Compare the rewards and risks of entrepreneurship			
3.3	Assess individual characteristics suitable for entrepreneurship			

**\*Standard 4.0 The student will examine entrepreneurial trends and opportunities.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Analyze sources for entrepreneurial opportunities			
4.2	Examine current trends that provide both domestic and global opportunities for entrepreneurs			
4.3	Compare and contrast starting a new business versus buying an existing business			
4.4	Investigate the advantages and disadvantages of legal forms of business ownership			

**\*Standard 5.0 The student will examine the components of a business plan.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Develop a business plan			
5.2	Analyze various sources of information for a business plan			
5.3	Identify sources of start-up capital			

**\*Standard 6.0 The student will formulate a marketing plan.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Assess the need for conducting market research			
6.2	Identify and analyze a target market			
6.3	Examine and analyze industry trends			

**\*\*Standard 7.0 The student will apply the process used to select a site and design the physical layout for a business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze the factors considered in the selection of a business location			
7.2	Analyze the components used to design a physical layout for a business			

**\*\*Standard 8.0 The student will evaluate the purchasing process as it impacts the acquisition of equipment, supplies, and inventory.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Determine the types of equipment and supplies needed to open and operate a business			
8.2	Analyze the inventory needed to open and operate a business			

**\*\*Standard 9.0 The student will evaluate the management functions necessary in an entrepreneurial venture.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Examine the functions of management			
9.2	Evaluate management styles of entrepreneurs			

**\*\*Standard 10.0 The student will analyze procedures for planning and managing the finances of a small business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Examine types of records and procedures necessary for daily operations			
10.2	Identify and assess financial management tools used to determine profitability			
10.3	Categorize costs of operation			

**\*\*Standard 11.0 The student will examine the legal and ethical issues relevant to small business ownership.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Analyze legal requirements necessary for business ownership			
11.2	Examine the importance of ethical business decisions			

**\*\* Standard 12.0 The student will identify and evaluate technology used by entrepreneurs.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Categorize the technology available to entrepreneurs			
12.2	Identify types of data available to the entrepreneur through the technology			
12.3	Examines the effect of technology as it relates to customer service			

**\*Standard 13.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
13.1	Demonstrate a knowledge of DECA			
13.2	Utilize critical thinking in decision-making situations			
13.3	Identify and develop personal characteristics needed in leadership situations			

**\*\*\*Standard 14.0 The student will analyze how entrepreneurship principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
14.1	Apply principles of entrepreneurship to a work-based situation			
14.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
14.3	Evaluate and apply principles of ethics as they relate to work-based experience			
14.4	Employ the principles of safety to work-based experience			

**\*Standard 15.0 The student will relate and apply academic subject matter to entrepreneurship.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
15.1	Utilize proper grammar and writing skills through business interactions			
15.2	Utilize effective verbal communication skills			
15.3	Utilize the principles of art in preparing visual presentations			
15.4	Utilize math formulas in business calculations			
15.5	Assess how mathematical/accounting principles are utilized in entrepreneurship			
15.6	Examine components of a financial plan			
15.7	Utilize graphs to illustrate quantitative data			
15.8	Evaluate environmental laws related to business			
15.9	Assess economic principles that influence entrepreneurship			
15.10	Analyze vital statistics of a population (demographic, geographic, and psychographic)			
15.11	Examine government regulations imposed on business			
15.12	Analyze entrepreneurship from an historical perspective			

Additional comments:

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